Reno Firm Opens Store in Carson Mall

Gray Reid's opened a Carson City branch today in the Carson Mall, a 165,000-square foot shopping center which will officially open next Thursday. The Carson Mall is shown at the lower portion of this picture of Carson City. Civic and business officials were on hand this morning for Gray Reid's opening.

GRAY REID'S OPENS CARSON MALL STORE

More than 30 businessmen are preparing for the grand opening of the new $3 million Carson Mall Thursday at the "Y" formed by the junction of Carson and Stewart Streets on the southern outskirts of the state capital.

Originally scheduled to open St. Patrick's Day, construction problems forced a week's delay in formal opening ceremonies for the mall. However, the largest store in the Carson Mall, a branch of Gray Reid's, one of Nevada's largest department stores, opened its doors today.

A number of state and local dignitaries were on hand for Gray Reid's ribbon cutting ceremonies. These and others are expected to participate in Thursday's formal opening of the entire mall.

One of Nevada's most complete shopping centers, virtually all kinds of merchandise will be available in the Carson Mall. There also will be numerous service facilities, including two service stations and an auto service center, as well as financial institutions.

The 60,000-square-foot Gray Reid's anchors the south end of the mall while a 25,000-square-foot Safeway outlet is the largest store on the north end. Between them is a 380-foot enclosed and landscaped mall on which the 30 other businesses and offices front.

Parking on the 13.2-acre mall site developed by Francis Carrington of Santa Rosa, Calif., will have facilities for 826 cars.

The Carson Mall was designed by the Reno architectural firm of Selden and Stewart. General contractor is Stewart Dinwiddie of Reno.

Manager C. E. Templeton of the new Carson City Gray Reid's branch said the store features 52 departments including fashions, house wares, major appliances, hardware, building materials and Dayton Tire and Auto Service Center.

In addition to the usual departments found in a Safeway Store, the Carson Mall facility will include a complete in-store bakery. Ted Ellis, who has managed Safeway Stores in Reno, will head up the Carson Mall Safeway.

Among the firms which will front on the long mall between Gray Reid's and Safeway will be Bobby Page's Dry Cleaners, Drug Center, Carson Travel, Daneri Laundry, Storke Date Apparel, Marge's Yarn & Fabric Shop, Stokes Law Affice, Title Guaranty Co. of Carson City, Sprouse-Reitz, Mode O'Day, Trophy Room, Swenson's Ice Cream.

Western States Realty & Investment Co., Country Club Shoes, Gerber's Cameras and Art Supplies, Lizetb Gift Shop, The Wright Paints, Carson Mall Barber Shop, Smart Set Beauty Salon, American Savings & Loan Association, Carcon Mall Shoe Repair, Security National Bank of Nevada, Karl's Shoes, Conner's Jewelry, Chicken Box, and George C. Huff restaurant and billiard parlor.

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